Mr. Max Loudon

Director of Human Resources

Dunbar & Gaines Insurance

2750 Wells Street

Springfield, MA 01020

Dear Mr. Loudon:

Have you considered expanding the community involvement program at Dunbar & Gaines Insurance? Getting involved in the community is an effective way for your organization to build relationships and increase brand awarness. As part of Hutson Group’s continuing services, we have developed the enclosed guide to corporate community involvement programs.

The guide provides advice on how to set up or expand a community involvement program. It also summarizes the benefits reported by other companies who have such a program:

* Community involvement increases networking opportunities.
* Supporting the community builds a strong customer base.
* Customers seek and expect social responsibility.
* Volunteering boosts employee retention and morale.

After you look over the enclosed guide, please contact me if you need additional information.

Sincerely,

Victoria Morales

Senior Consultant

enc.

A Comprehensive Guide to

Corporate Community Involvement Programs

Service of the Hutson Group [insert bullet] For Hutson clients only

# Study on Community Involvement

***Hutson Group*** surveyed 100 businesses in diverse fields, including insurance, healthcare, financial, and media, to learn whether they instituted a corporate community involvement (CCI) program and to evaluate the success of those who did. We asked about the strategies, outcomes, and impact of the programs. **The response was overwhelmingly positive.**



## Background

Businesses are involved in communities throughout the United States. The involvement ranges from sponsorship of activities such as athletic fundraisers and arts events to participation in comunity programs as volunteers.

Companies take community involvement seriously because more than 80 percent of American consumers say they consider corporate social responsibility when making purchasing decisions. Hutson Group’s recent survey of millennials underscores this conclusion. We found that 86 percent of millennial workers value the social responsibility programs of their employers and would leave their jobs if those programs were to decline.

## General Benefits

* Public relations
* Employee collaboration and development
* Strengthened community
* Positive return on investment

# Types of Programs

The many types of CCI programs fall into three general categories.

Program Examples June, 2021

|  |  |
| --- | --- |
| Example | Type |
| Children’s shelters and clubs | Volunteer |
| Food banks and drives | Food donations |
| Green initiatives | Partnership |
| Tutoring | Volunteer |
| Diversity and inclusion | Partnership |
| Community fundraisers | Donations |
| Seasonal needs drives | Volunteer |

The annual *The Civic 50* list names 50 companies with exemplary CCI programs and compiles statistics that make the case for corporate giving.

Selected Statistics The Civic 50

|  |  |
| --- | --- |
| Description | Measurement |
| Average percentage of participating employees | 35% |
| Average number of volunteer hours | 5.7 hours |
| Percentage evaluating employees’ community engagement | 50% |
| Percentage offering awards for community engagement | 100% |
| Percentage allowing time off to volunteer | 82% |
| Percentage with online portals to support CCI | 100% |
| Average number of events per year | 3–5 |

# CCI with the Hutson Group

The Hutson Group is here to help your business develop an effective CCI program. The following table lists some of the CCI services we offer to our clients. If you want to your community, employees, and bottom line to enjoy the benefits of a CCI program, contact us. See www.hutson.cengage.com for more examples and research results.

## CCI Online Services

Visit our website at www.hutson.cengage.com to find more information about how a CCI program can help you achieve corporate objectives.

Strategy Assessment

Reputation Management